CRUNCH BRUNCH

ISSUE: The present generation kids skip breakfast most of the time as they find breakfast unappealing and are too lazy or they are doing out other ‘Important’ stuff. They go to school complaining that they are hungry, restless, and can’t be bothered to learn.

AIM: To put together a cereal in the form of clusters that can be appealing to younger kids and make them want to eat. Combine delicious and healthy ingredients into one ‘SPECTACULAR BRUNCH’ that will last a kid until lunch time.

METHOD:-
Online research
Visits to supermarkets to investigate current breakfast cereal products
Conducting surveys
Conducting trials
Product analysis to compare attributes and consumer acceptability
Sensory testing to determine the taste, texture, crunchiness, flavour
Final production of the product and packaging design

DESIRABLE PRODUCT ATTRIBUTES:
Shelf life of six months
Affordable & healthy
Rich source of proteins & vitamins
Reduce sugar & low fat
See through packaging
High health star rating

![The team with their mentor](image_url)

![Nutrition Information](image_url)

<table>
<thead>
<tr>
<th>Nutrition Information</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Servings per package: 1.00</td>
<td></td>
</tr>
<tr>
<td>Serving size: 101.00 g</td>
<td></td>
</tr>
<tr>
<td>Energy</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>2290 kJ</td>
</tr>
<tr>
<td>Average per 100 g</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>13.2 g</td>
</tr>
<tr>
<td>Fat, Total</td>
<td>36.3 g</td>
</tr>
<tr>
<td>Saturated</td>
<td>12.7 g</td>
</tr>
<tr>
<td>Carbohydrate</td>
<td>96.4 g</td>
</tr>
<tr>
<td>Dietary Fibre</td>
<td>30.7 g</td>
</tr>
<tr>
<td>Sodium</td>
<td>32 mg</td>
</tr>
</tbody>
</table>

PROBLEMS ENCOUNTERED:
- Getting the right binding agent
- Sourcing certain ingredients
- Shelf life
- Right organic packaging
- Maintaining the protein & sugar content

FINAL PRODUCT:
- Crunchy & nutty texture
- Chocolate flavoured
- Less sodium & sugar
- Moist & chewy

Acknowledgements:

Jenny Dee
Renee King
Jessie McKenzie
Glenn Irwin (sponsor)